

Own your success

Start your own business and become an Amazon Delivery Service Partner, delivering smiles across your community.

amazon

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The opportunity to lead

Amazon is seeking entrepreneurs across the country to launch and operate their own parcel delivery business. The Delivery Service Partner (DSP) programme provides an opportunity for strong leaders who are passionate about starting their own business. Joining a robust community of small businesses, you will help deliver thousands of parcels to customers every day.

Become an owner

If you're a customer-obsessed people person who enjoys a high-speed environment, this is the ideal opportunity for you. As an owner, you'll be fully responsible for recruiting high-performing drivers. Access to Amazon's negotiated discounts on a suite of assets and services keeps owner startup costs as low as £10,000. As part of the DSP community, you'll operate your own delivery business with 20 to 40 vans and anywhere from 30 to 70 drivers, working alongside other owners in your area. We'll help you set up and get ready to operate out of a local Amazon delivery station, and you'll provide consistent support for the drivers, ensuring parcels are delivered to customers seven days/week, 365 days/year.

Successful DSP entities can expect:

LIQUID ASSET REQUIREMENT
£25K

ANNUAL REVENUE POTENTIAL*
£900K–1.8M

ANNUAL PROFIT POTENTIAL*
£50K–150K

*Figures are projections for owners operating with 20 to 40 vans.

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What to expect

Launching a business becomes that much easier with Amazon's delivery volume and resources behind you.

What you do

Set up your business
You can leverage a suite of Amazon-negotiated deals to start your business, and work with our network of top-in-class service providers to keep your operation rolling.

Select drivers
Your most important responsibility is selecting and retaining solid drivers who will enable your ongoing success.

Deliver parcels
You will manage 20 to 40 vans per day, serving thousands of customers.

Create your culture
You own your business with a can-do attitude that reflects Amazon's high standards and customer-obsessed culture. Engage, develop, and motivate the drivers to exceed expectations on every delivery.

Grow your business
Deliver a great customer experience and get the opportunity to engage more drivers, deliver more parcels, and grow your business.

What we do

Get you started
Benefit from deals on Amazon-branded vans, comprehensive insurance, industrial-grade handheld devices, and other services to help you get your delivery business up and running.

Provide training
We provide a multi-week training course to ensure you're set up for success. You'll start with a one-week introduction to Amazon in London, followed by time in the field working alongside existing owners and drivers to learn tips and tricks for operating a successful delivery business from those who know it best.

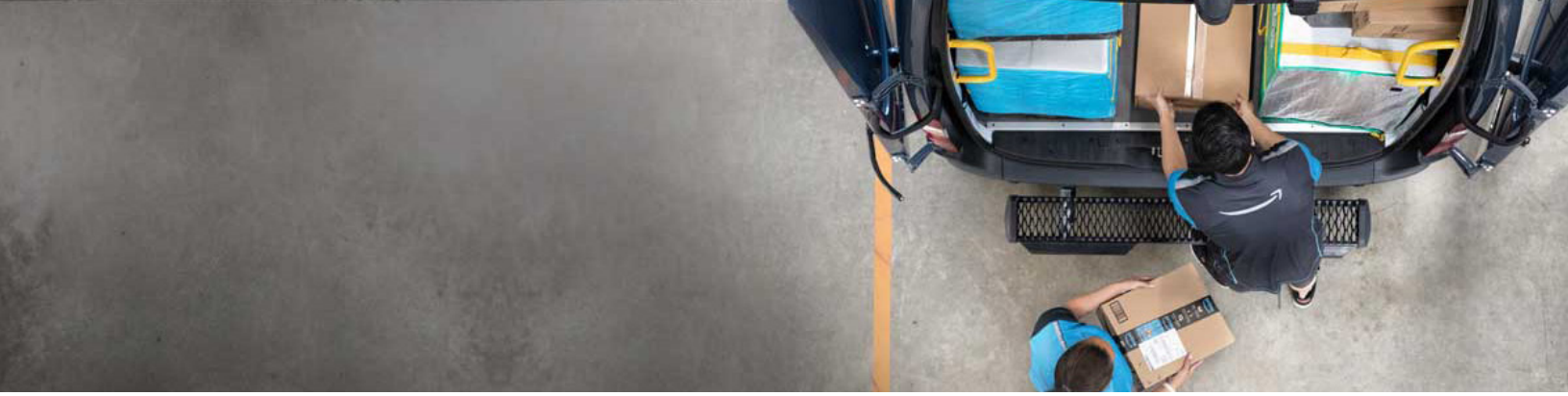
Supply a toolkit
We give you tools and technology to help run your business, designed to keep your operation running smoothly.

Offer on-demand support
Owners receive support, including an operations manual, driver assistance for on-road issues, and an account manager.

Share our experience
Amazon brings more than 20 years of technology and logistics experience to guide you in one of the fastest-growing industries in the world.

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What it takes to start your business

If you're selected, here are some of the steps you'll take to get up and running:

- **Create** your business entity and officially become a delivery business owner.
- **Order** your delivery vehicles, devices, fuel cards, and uniforms through recommended vendors at Amazon-negotiated rates and apply for vehicle insurance.
- **Set up the services** you'll need for engaging drivers, such as background check, drug testing, and accounting services. Build a driver handbook, including determining how you will invoice drivers, and consult with legal and other advisors to finalize your plan.
- **Set up your account** in the DSP Portal. This will include providing your company's bank account details for payments, completing a tax interview, and uploading business documents.
- **Start vetting** and engaging the first drivers. This will be an ongoing process as you keep growing your business.
- **Set up your area** within your local delivery station, and learn and refine the processes and timing for loading your vehicles.
- **Train the drivers** on a customer-obsessed culture, along with the tools and processes they'll use to make deliveries. Start receiving your vehicles, devices, fuel cards, and uniforms in order to prepare for your first real routes.
- **Launch!** Start delivering five routes/day in your first week.
- **Have weekly check-ins** on performance with Amazon representatives from your local delivery station and your account manager. Successful owners will keep ramping up over time, bringing their business to 20 or more vans.

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A day in the life of an owner

Being an owner means leading the drivers in a high-speed and ever-changing environment.



Schedule the drivers based on their availability and the needs of your business.



Review routes and manage daily kickoff tasks, including checking in drivers and handing out devices, checking on your equipment and vehicles, and overseeing vehicle loadout.



Lead a daily morning huddle with drivers before they head out to inform, inspire, and keep the drivers in sync, and get everyone out the door promptly to start your day on the right foot.



Track the progress of parcels and manage any issues that arise, including general questions from drivers, assisting with flat tyres, or help make deliveries if drivers are running behind.



Leverage support and tools as needed. Consult your account manager, the on-road assistance team, and delivery station personnel for questions or issues with parcels or routes.



Manage your company's performance by reviewing business metrics, motivating drivers to maintain a customer-obsessed culture and deliver results every day. You'll always keep engaging with drivers as you continue to grow your business.



Welcome drivers back to the station at the end of the day, conducting a route debrief and troubleshooting any undelivered parcels



Check that all vans are refueled and parked away at the end of the night, and arrange vehicle maintenance as needed.



Receive and provide feedback to your local delivery station team on how things are going.

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Owner training programme

Multi-week training provided to help kick-start your success.

PART 1

London—your introduction to Amazon and starting your business

- **Discover** Amazon's customer-obsessed culture
- **Receive** valuable advice on setting up a new business from an expert
- **Deep dive** all the exclusive deals that Amazon has negotiated for you
- **Master** the best practices of selecting, training, and engaging many drivers
- **Learn more** about the ins and outs of running a delivery business

PART 2

Local Delivery Station—learn how our operations work in the field

- **Observe** the daily processes at an Amazon delivery station and assist in sorting and loading parcels
- **Become familiar** with the tools used by drivers to deliver shipments to customers
- **Work** alongside existing delivery service partners to watch their dispatch and on-road management
- **Take vans** out on the road to deliver parcels
- **Get acquainted** with delivery station personnel, debrief with them after each day of deliveries, and gather tips and tricks to improve delivery quality and efficiency

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Costs and revenue you can expect as an owner

Here are some of the key startup costs, ongoing operations costs, and revenue structure, so you know what you'll need upfront, and what to expect going forward. Cost and revenue will vary based on the size of your business and where you operate.

Startup Costs

Your key startup costs for becoming an owner include the assets and services you'll need to officially create your business, start selecting drivers, and get ready to deliver parcels.

- Business entity formation and licensing
- Professional services—accounting costs and lawyer fees
- Setup supplies—laptop, timekeeping software
- Driver selection — driver postings, drug and background checks, driver training
- Travel to training

Ongoing Operation Costs

These are some of the key recurring costs you can expect as you run your business, continuing to grow while ramping up your parcel deliveries.

- Driver costs—rates, insurance, ongoing training
- Vehicle costs—van leases, routine maintenance, damages, insurance
- Other asset costs—devices, device accessories, uniforms
- Administrative costs—driver postings, drug and background checks
- Professional services, as needed

Revenue

Here's a look at our payment structure that'll drive your revenue from delivering Amazon parcels.

- A fixed monthly payment based on the number of vehicles you are operating with Amazon
- A route rate based on the planned length of your route
- A per parcel rate based on the number of successfully delivered parcels



Access to essential deals

Leveraging Amazon's deals makes the entire setup process easy. We've negotiated deals on startup assets and ongoing business management services with top-in-class third-party providers to help you get your business started for as little as £10,000.

- Amazon-branded **vehicles** customized for delivery
- Vehicle **maintenance**
- **Vehicle insurance**
- **Fuel** programme
- Industrial-grade handheld **devices**
- **Driver engagement** tool discounts
- **Accounting** services
- **Legal** support
- Professional **uniforms**



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Testimonials

Learn how other DSPs have found success with their own delivery business.



Jamie and Jimmy
Preston, UK

"Our military experience gave us problem solving and leadership skills, but the task of launching a business is complicated and we really didn't know where to start. Amazon provided the expertise, technology and pre-negotiated deals on vehicles, insurance, and devices, to make starting our business both financially and operationally possible"



Adrian and Chantal
Doncaster, UK

"It's been our dream to build a business together and make a positive impact on our community at the same time. We enjoy finding new ways to help inspire our drivers and deliver the best experience possible to customers."



Roger
Hemel Hempstead, UK

"Anyone who has ever worked in logistics knows how challenging it is to start a business – from procuring a fleet of vans to getting insurance. The deals negotiated by Amazon helped lower the barrier for entry. It's what made this opportunity a reality for me."

Your success story starts here.

Visit logistics.amazon.co.uk to get started.

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Become a DSP

Take the first step toward ownership.
Apply now at logistics.amazon.co.uk.

From starting your application to making your first delivery, becoming an owner can take as little as three months or as long as six months, depending on the availability of opportunities in your area.

- Submit your expression of interest
- Fill out a formal application
- Determine if it's the right fit
- Complete the multi-week hands-on training
- Set up your business and engage drivers
- Start delivering

Questions?

Contact dsp@amazon.co.uk with questions or to request to speak to an Amazon team member for more information on becoming an Amazon Delivery Service Partner.

Visit logistics.amazon.co.uk to begin the application process.

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*This is a new programme, and while we have experience working with similar delivery companies, the startup cost, revenue, and profit figures included in this brochure are projections only and are not based on actual results of delivery companies. We do not guarantee results of any kind, including that what a delivery company earns will exceed the owner's investment in his or her business. Each delivery company's results will differ, and results will depend on a number of factors, including the owner's efforts and management of expenses as well as the size of the company.

The startup cost figure includes the cost of items that we believe are essential to starting a delivery company that delivers Amazon packages, beginning with five delivery vans. Importantly, the startup cost figure assumes that a delivery company takes advantage of all third-party deals impacting startup costs that have been negotiated by Amazon in connection with this programme, including with respect to delivery van leasing, insurance, mobile devices and data plans, and uniforms. While a delivery company is not required to pursue any of those third-party deals in order to participate in this programme, the delivery company may not be able to achieve the startup cost figure without doing so.

The revenue range is based on rates offered in cities in which we operate, and actual revenues will differ based on a number of factors, including regional differences in the rates offered in connection with this programme, the number of delivery vans that a delivery company operates, the number of delivery routes that a delivery company completes, the number of packages that a delivery company delivers, whether a delivery company participates in the vehicle leasing and uniform programme negotiated by Amazon, and whether there is variability in any of these factors over the course of a year. The revenue range is based on companies of various fleet sizes (between 20 and 40 vans), and the figures are annualized over a full year. As a result, a delivery company may not achieve the revenue figures in the range until it operates a fleet size of 20 to 40 vans for a full year, if ever.

The profit range is based on the same assumptions and subject to the same limitations as the revenue range. The profit range also incorporates our projections of the costs that a delivery company may incur to operate its business and further assumes that the fixed and variable components of the rate structure in connection with this programme will compensate a delivery company for all of its fixed and variable costs on a pound-for-pound basis. A delivery company may not achieve the profit figure if its expenses exceed these amounts.